

The Globe, 1989
(60%)

We don't show people smoking in our ads.

Because we figure smokers already know how. Heck, we're not talking rocket science here. So, we'll get right to the point: flavor. In a nationwide taste test, a majority of smokers said Merit tasted as good as or better than cigarettes that have up to 38% more tar. Enriched Flavor™ is the reason why. And only Merit has it. So the next time you do what you already know how to do, do it with Merit.

Enriched Flavor,™ low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© Philip Morris Inc. 1989

Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

2061193155